

WONDERFUL DEMONSTRATION OF UNDERSELLING PRICE PROTECTION POWER

BOOSTER PROSPERITY SALE

HARVEST OF AMAZING VALUES BEGINS FRIDAY, OCTOBER 27

AT 8 O'CLOCK A.M.

Booster Certificate

WORTH \$1.02 DURING THIS SALE ON THE PURCHASE OF BEAUTIFUL 9x12 ROOM SIZE STENCILED JAP MATTING RUGS, ACTUAL VAL. \$3 FOR SIGN BELOW AND BRING WITH YOU.

1.98

NAME.....
STREET OR R. F. D.
CITY..... (V)
NOTICE! NONE SOLD WITHOUT THIS CERTIFICATE PROPERLY SIGNED.
LIMITED ONE TO A CUSTOMER. NONE TO DEALERS

ORIGINATORS AND LEADERS OF LOW PRICES IN FAIRMONT.

BLUMBERG BROS. CO.
UNDERSSELLING STORE
MAIN ST. OPPOSITE COURT HOUSE
FAIRMONT, W. VA.

Booster Certificate

WORTH \$1.39 DURING THIS SALE ON THE PURCHASE OF HANDSOME 27x34 AXMINSTER RUGS, FLORAL OR ORIENTAL DESIGNS. \$2.00 VALUE FOR SIGN BELOW AND BRING WITH YOU.

1.39

NAME.....
STREET OR R. F. D.
CITY..... (V)
NOTICE! NONE SOLD WITHOUT THIS CERTIFICATE PROPERLY SIGNED.
LIMITED ONE TO A CUSTOMER. NONE TO DEALERS.

BOOSTER BARGAIN

36c

FOR MEN'S SANITARY FLEECE-LINED SHIRTS OR DRAWERS. ALL SIZES. 50c VALUES.

BOOSTER BARGAIN

95c

FOR MEN'S HEAVY WEIGHT SWEATER COATS, LARGE SHAWL COLLARS. \$1.50 VALUES.

BOOSTER BARGAIN

39c

FOR BOYS' FLEECE-RIBBED UNION SUITS, SIZES FROM 24 TO 34. CREAM COLOR. 50c GRADE.

BOOSTER BARGAIN

48c

FOR MEN'S OVERALLS OR WORK COATS OF GOOD BLUE DENIM. NOW WORTH 75c.

BOOSTER BARGAIN

5c

PER PAIR FOR MEN'S CANVAS GLOVES, HEAVY FLEECE-LINED, 4-PAIR LIMIT TO BUYER.

BOOSTER BARGAIN

89c

FOR MEN'S FLANNEL TOP SHIRTS, MILITARY OR REGULAR COLLARS. PRESENT VALUE \$1.50.

BOOSTER BARGAIN

79c

FOR LARGE SIZE SUIT CASES MADE WITH BRASS LOCK AND CLASPS. WELL MADE WORTH \$1.25.

BOOSTER BARGAIN

39c

FOR BOYS' KNICKERBOCKER PANTS, GOOD FOR SCHOOL OR DRESS, WINTER WEIGHT. VALUES UP TO 75c.

OUR ANNUAL BOOSTER SALE—CELEBRATING PROSPERITY

TIMES ARE GOOD! BUSINESS IS GOOD! THIS SALE IS GOOD! AND THIS OPPORTUNITY IS MIGHTY GOOD! RIGHT IN THE HEIGHT OF THE SEASON WHEN EVERY DEPARTMENT OF OUR BIG "UNDERSSELLING" INSTITUTION IS FILLED WITH BRAND NEW, IMMENSE WINTER STOCKS OF MOST DESIRABLE AND RELIABLE MERCHANDISE FOR MAN, WOMAN AND CHILD, WE INAUGURATE THIS REMARKABLE SALE THAT WILL BOOST FAIRMONT AND PROVE A BOON TO THE MASSES OF THE PEOPLE NEAR AND FAR. A SALE WITH POWER TO SAVE YOU MONEY.

RISEING PRICES HAVE BEEN CHECKED ABRUPTLY, TURNED BACK AND FORCED DOWN, IN MANY INSTANCES TO LESS THAN PRESENT WHOLESALE COST, TO MAKE THIS SALE EVENT THE MOST MEMORABLE OF ITS DAY AND TO DEMONSTRATE THE PRICE OF PROTECTION POWER OF OUR UNDERSSELLING SYSTEM. THE CRUSHING FORCE OF OUR STUPENDOUS BUYING POWER—WITH OUR OWN WHOLESALE HOUSE IN BALTIMORE, MD. COMBINED WITH THE FACT THAT WE BOUGHT WHEN OTHERS DID NOT—AND WE BOUGHT RIGHT—PLACES US IN A POSITION TO RELIEVE THE HIGH-PRICE SITUATION AND MAKES IT POSSIBLE FOR US TO OFFER YOU THE MOST PHENOMENAL VALUES OBTAINABLE ANYWHERE UNDER EXISTING CONDITIONS.

SALE STARTS THIS FRIDAY, CONTINUING FOR A LIMITED TIME AND YOU CANNOT AFFORD TO PASS UP THE OPPORTUNITY WE OFFER. WE URGE UPON YOU THE NECESSITY OF BUYING NOW—RIGHT NOW—FOR PRICES WILL SOON SOAR HIGHER INSTEAD OF GETTING LOWER AND THESE VALUES MAY NEVER BE DUPLICATED. BUY LIBERALLY FOR PRESENT OR FUTURE USE AND YOU WILL PROFIT THEREBY. SPREAD THE GOSPEL OF FAIRMONT'S BOOSTER PROSPERITY SALE AMONG YOUR FRIENDS AND NEIGHBORS. COME!!



REAL RED BLOODED BOOSTER BARGAINS IN CLOTHING FOR THE WHOLE FAMILY

LIVE WIRE VALUES THAT ARE BOUND TO CREATE ENTHUSIASM. YOU'LL WELCOME THESE OLD TIME LOW PRICES ON THE NEWEST WINTER WEARING APPAREL FOR IT MEANS THE SAVINGS OF DOLLARS TO YOU. Read on

MEN'S 7.48
SUITS AND OVERCOATS
VALUES UP TO \$12.00. BOOSTER SALE PRICE

MEN'S 9.65
SUITS AND OVERCOATS,
VALUES UP TO \$15. BOOSTER SALE PRICE

MEN'S 11.98
SUITS AND OVERCOATS
VALUES UP TO \$4.00. BOOSTER SALE PRICE

BOYS' 2.79
SUITS AND OVERCOATS
VALUES UP TO \$4.00. BOOSTER SALE PRICE

BOOSTER SALE

1.85

For Men's Corduroy Pants, \$2.50 values.

BOOSTER SALE

2.98

For small boys' Chinchilla Overcoats, \$5.00 values

BOOSTER SALE

2.48

For Men's Fine Dress Trousers, \$3.50 values

LADIES' 9.75
FUR TRIMMED SUITS OF ALL WOOL SERGE, \$15.00 VALUES
SALE PRICE

LADIES' 6.98
NEW WINTER COATS, LATEST MODELS, \$10.00 VALUES.
BOOSTER SALE PRICE

LADIES' 13.65
WOOL POPLIN SUITS, FUR TRIMMED, \$20.00 VALUES.
BOOSTER SALE PRICE

LADIES' 17.50
SUITS AND COATS, FINEST QUALITY, \$25.00 VALUES.
BOOSTER SALE PRICE

BOOSTER SALE

1.98

For ladies' new Fall Skirts, plain colors or plaids, worth \$3.00.

BOOSTER SALE PRICES ON OUR ENTIRE STOCK OF

NEW FURS



BOOSTER BARGAIN

39c

FOR LADIES' FLANNEL OR MUSLIN GOWNS, FULL CUT SIZES, WORTH 69c.

BOOSTER BARGAIN

18c

FOR LADIES' LACE TRIMMED CORSET COVERS OF GOOD QUALITY MUSLIN. 25c KIND.

BOOSTER BARGAIN

37²/₁c

FOR SIZE 72x90 BED SHEETS, HEMMED READY FOR USE. WORTH 55c.

BOOSTER BARGAIN

95c

FOR LADIES' HUMAN HAIR SWITCHES, 3-STEM, 24 INCHES LONG, WORTH \$1.50.

BOOSTER BARGAIN

5¹/₂c

PER YARD FOR STANDARD CALICO. LIGHT COLORS ONLY. LIMIT 10 YARDS TO A BUYER.

BOOSTER BARGAIN

39c

FOR LADIES' CORSETS MADE OF GOOD QUALITY COTTON. NEWEST MODELS. 69c VALUES.

BOOSTER BARGAIN

1.98

FOR LADIES' TRIMMED HATS—NEWEST FALL AND WINTER STYLES. 3.00 VALUES.

BOOSTER BARGAIN

98c

FOR LADIES' COAT SWEATERS, MADE WITH SHAWL COLLARS. PRESENT VALUE \$1.50.

BOOSTER BARGAINS THAT ARE A BOOST TO FAIRMONT AND A BOON FOR THE PEOPLE

Sale Starts this Friday

Wonderful Booster Shoe Bargains

Prices Reduced in the Face of Rising Costs.

BOOSTER BARGAIN

98c

FOR LADIES' SHOES, COMMON SENSE STYLES. ALL SIZES. WORTH \$1.50.

BOOSTER BARGAIN

2.35

FOR LADIES' DRESS SHOES IN ALL LEATHERS. ALL SIZES. \$3.00 GRADES.

BOOSTER BARGAIN

93c

FOR LADIES' FUR TRIMMED FELT JULETS. ALL COLORS. \$1.25 VALUES.

BOOSTER BARGAIN

39c

FOR LADIES' STORM OR CROQUET RUBBER OVERSHOES. 60c VALUES.

BOOSTER BARGAIN

3.00

FOR W. L. DOUGLAS MEN'S OR LADIES' GOOD-YEAR WELT SHOES.

BOOSTER BARGAIN

1.98

FOR MEN'S SOLID LEATHER WORK SHOES. \$2.50 GRADE.

BIG BOOSTER RUG SALE

ASTOUNDING LOW PRICES. SUPREME UNDERSSELLING

9.85

FOR 9x12 TAPESTRY RUGS IN FLORAL OR ORIENTAL PATTERNS, WORTH \$13.50. THE GREATEST RUG VALUE IN THE COUNTRY.

12.98

FOR SIZE 9x11 VELVET RUGS, NOW WORTH 16.50.

13.50

FOR 9x12 SEAMLESS HIGH-GRADE TAPESTRY RUGS IN BEAUTIFUL RICH DESIGNS. PRESENT VALUE \$17.50.

19c

FOR SIZE 27x51 JAP MATTING RUGS, STENCIL ED DESIGNS. WORTH 29c.

98c

FOR SIZE 27x54 HANDSOME VELVET OR TAPESTRY RUGS. WORTH \$1.50.

2.98

FOR SIZE 36x63 RICH AXMINSTER RUGS. ALL WOOL PILE WORTH \$4

16.50

FOR SIZE 9x12 AXMINSTER RUGS, WORTH \$22.50.

13.50

FOR 9x12 SEAMLESS HIGH-GRADE TAPESTRY RUGS IN BEAUTIFUL RICH DESIGNS. PRESENT VALUE \$17.50.

19c

FOR SIZE 27x51 JAP MATTING RUGS, STENCIL ED DESIGNS. WORTH 29c.

98c

FOR SIZE 27x54 HANDSOME VELVET OR TAPESTRY RUGS. WORTH \$1.50.

2.98

FOR SIZE 36x63 RICH AXMINSTER RUGS. ALL WOOL PILE WORTH \$4

Sale Starts this Friday

Booster Sale of Blankets and Comforts

Abundant Money-Saving Opportunities for all

BOOSTER BARGAIN

44c

PER PAIR FOR GOOD SIZE BED BLANKETS. WHITE, GREY OR TAN. 69c VAL.

BOOSTER BARGAIN

1.79

FOR GENUINE "WOOL-NAP" BLANKETS. FULL SIZE, WORTH \$2.50.

BOOSTER BARGAIN

96c

FOR FULL DOUBLE BED SIZE BLANKETS. WORTH \$1.39 PER PAIR.

BOOSTER BARGAIN

2.98

FOR PLAIN OR PLAID FINE WOOLEN BLANKETS WORTH \$4.00.

Booster Values in Comforts In Prices that range from

85c to 3.98

You can save From 15% to 25% Now.